

## What is claim d is:

5 1. A process for continuous production of self-adhesive articles, wherein  
a) essentially one polyol component is placed in a container A and essentially  
one isocyanate component is placed in a container B,  
b) the polyol component and the isocyanate component are mixed in a mixer,  
c) the polyurethane composition thus mixed is applied to a backing material  
which is coated with a pressure-sensitive adhesive composition and moves preferably  
at constant speed,  
d) the laminate, comprising first backing material, pressure-sensitive  
adhesive composition and polyurethane composition, is passed through a heat  
tunnel, in which the polyurethane composition cures,  
e) the laminate is wound in a winding station.

10 2. The process as claimed in claim 1, wherein a second backing material is supplied at  
preferably constant speed to the polyurethane composition of the laminate and, if  
desired, is peeled off after the heating tunnel.

15 3. The process as claimed in claim 2, wherein the second backing material has been  
treated with a pressure-sensitive adhesive composition.

20 4. The process as claimed in any of claims 1 to 3, wherein upstream of the mixer there  
are further containers for catalysts, plasticizers, dyes and other additives, which may  
be introduced and added.

25 5. The process as claimed in any of claims 1 to 4, wherein polyurethane composition is  
applied to the first backing material coated with a pressure-sensitive adhesive  
composition, said application taking place in such a way that the polyurethane  
composition is present on the pressure-sensitive adhesive composition.

30 6. The process as claimed in any of claims 1 to 5, wherein the first or second backing  
material used comprises dehesive media, such as a release paper or a release film  
or paper, woven, nonwoven, film, or an elastomer.

7. A single- or double-sided self-adhesive tape obtained by a process as claimed in one or more of the preceding claims.

add  
A27